



OCBA Board of Directors Meeting

Monday, March 10, 2018. 10:00 am at Ocracoke Coffee Co.

Called to order 10:11 am

BOARD MEMBERS IN ATTENDANCE:

Rudy Austin

Justin LeBlanc

Wayne Clark

Sharon Brodisch

John Giagu

Martha Garrish

Chip Stevens

Helena Stevens - Travel and Tourism Director

Kathryn Waldrop - Administrative Assistant

ABSENT: Ashley Harrell

The Board discussed the fact that the budget represents a significant increase over past years given our mandate to become the marketing partner of the TDA and our desire to refresh, increase, and expand events and that Board members should engage with both TDA and OTB members to explain and justify the proposed budget.

Wayne will send out the budget to the TDA today. At the workshop afternoon workshop (2pm) Chip and Justin will give budget presentation. Martha to email Greg and add budget presentation to the afternoon agenda.

Major Budget Categories

Income

Advertising: \$23,767 – This includes the moneys received from the walking map and Visitocracokenc.com website.

Donations: \$1,000 – To come from British Cemetery donations

Blackbeard Pirate Jamboree: \$22,500 – Expected income due to the extra days of the festival, more merchandise, and the selling of merchandise before and after the festival. (The Preservation Society is willing to sell the merchandise all year.)

Membership Dues: \$15,775.

Total Income of \$63,000

Expense

Element: \$125,000 – This includes digital advertising, SEO (Search Engine Optimization), and social media posts.

Crisis Management: \$5,000 – Production of a templet to use in the event of a hurricane or power outage so that the OCBA may use it to advertise that the island is “open” again.

4th of July expenses:

Design/print of posters: \$500 – This is so there will be more posters and get them out earlier.

Entertainment: \$12,560 – Includes Philip Howard, Molasses Creek, Stilt walkers, Glow party (DJ for fireworks, will participate in the parade), Rob King (bon fire), and housing for entertainers.

Fireworks for 2019: \$26,340

Prizes: \$975- For sandcastle and parade. Decreased by \$1200. No second or third place winners just first place for each category.

Clean up: \$500 – For glow party, square dance, and bon fire.

Boat Parade/Flotilla: \$150 – For light food and drink after event

Christmas Festivities: \$1,500 – Increase due to artificial tree (community tree) and garland

Island Wide Yard Sale: \$1,500 – New event, purchase of signs, and maps to display where participating homes are.

Spring/Fall event: \$10,860 – For new event. Rudy has expressed interest in having a Seafood Festival

British Cemetery Ceremony: \$2,800 - Continue to fund this year and ask Preservation Society if they would consider taking it over in 2019.

Blackbeard Pirate Jamboree: \$60,000 – This increase is so the event can be enhanced for the 300th anniversary. The event will have an additional day taking place Thursday night, and all day Friday and Saturday. The Berkley manor is reserved for Thursday, Fri, and Sat. Events to include Historical talk, descendants of Maynard, Motley tones, magician, and a new dating game show with the Pirates. There will be higher lodging cost, spreading the event through the village and trying to get a stage at the school. The press will be here for this event so it is very important to “do it big.”

2019 VisitNC conference: \$2,000 – The 2018 VisitNC Conference provided a great opportunity to engage with VisitNC representatives and to participate in the PR Roundtable which included one-on-one visits with Family Traveler Magazine, Our State Editor, North Carolina Weekend and journalists from USA Today and NC Beer bloggers. The press is interested and excited about coming to Ocracoke and the 300th Pirate Jamboree. The USA today writer would like to write an article on the 300th anniversary of Blackbeard and the Jamboree.

Dues and Subscriptions: \$400

Insurance – Directors liability: \$800

Personnel/Staff expense: \$99,915 – These numbers came from looking at the county’s positions, and other TDA’s of similar size and budgets.

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Professional Fees: \$4,900 – This includes accounting and bookkeeping.

Telephone: \$2,000 – This is for the cost of two cell phones.

Visitor Center Improvements: \$1,500 – Cost of a desk, chair, and filing cabinet

Office Equipment: \$5,000 – Cost of computers and a printer.

Local advertising: \$8,000 – Advertising for day trippers i.e. Milepost

Media: \$1,500 – Annual video update such as the video purchased from Jeremy Piland

Walking map expense: \$27,886 – Includes design, Distribution, postage, printing, and storage of brochures.

Promotional Items: \$2,500 – For t-shirts or other souvenirs the OCBA decides to sell at events

Travel Writers Expense: \$1,000 – Writers lodging and other expenses.

Total income 2018/19 budget year = \$63,042

Total Expense 2018/19 = \$422,594

Net Funding Need for 2018/19 Budget Year = \$359,552

TDA 4th Quarter 2017/18 Year funding

Directors Salary: \$15,000 – For April, May, and June

Continuance of Professional Advertising Program: \$45,000 – For April, May, and June

Chip to make a list of line items to request from OCC Tax one-time reserve fund. This will make the OT annual appropriation go down and the OT one-time expense go up.

Request to the TDA is \$257,358 this is essentially everything but events.

Motion to approve the entire proposed budget with adjustments of line items being moved to one time expenses made by Justin and seconded by Chip. Motion approved and carried.

Motion to approve the expense of the Glow light party for 4th of July of \$8,000 made by Justin and seconded by Chip. Motion approved and carried. Justin and Chip to present budget presentation at the 2pm afternoon session of the OTTDA meeting on Monday, March 12.

CD in Reserve

Question of who designated the \$34k in the reserve to bathrooms. Rudy and Wayne both recollect that it was the OCBA who designated the funds to bathrooms. This was done to validate the OCBA as a non-profit to the IRS. It was stated as a “reminder” that the CD was and is considered as funds that “could be or would be used” if needed to shore up cash flow given the Board has decided to use all of its checking account reserve to fund the 2017/18 Budget.

Decoy Festival

The decoy festival has asked for \$4,180 for promotional items and other needs from the OCBA. The festival is being run through the Working Waterman’s Association until they achieve non-profit status. **Motion** to approve the request and add it to the one-time reserve request made by Justin and seconded by Rudy.

OCBA Mixer

The mixer will be moved to next month to allow for ample planning time and communication with contributors.

Meeting adjourned at 12pm.